



**ATTN: EDITOR**

**FOR IMMEDIATE RELEASE**

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**NEW EXECUTIVES SELECTED TO MANAGE BIRCH RIVER**

*Jeff Barbic Named Managing Director and Ron Larson Appointed Vice President of Operations for the Newest Linger Longer Community*

Lake Oconee, Ga. (February 1, 2007) – Following the recent acquisition of Birch River by Linger Longer Development Company, the developer of Reynolds Plantation and Reynolds Landing at Lake Oconee, two new executives have been selected to manage the community's day-to-day operations. Jeff Barbic of Hilton Head Island, S.C., has been named managing director and Ron Larson of Greensboro, Ga., will assume the position of vice president of operations.

Barbic brings a wealth of experience to his new post as managing director with a strong background in sales and marketing of residential real estate communities. Most recently he served as executive vice president of community development for The Melrose Company on Hilton Head. Jeff started there in 1994 and has been responsible for the development and sales of three master planned golf communities. Prior to The Melrose Company, he was vice president of sales and marketing for an Arvida community in Highlands, North Carolina; and has also owned a real estate marketing and consulting company in Marietta, Ga.

In his role as managing director, Barbic will be responsible for the overall development and property sales of Birch River. Barbic stated, "I am looking forward to becoming part of the Birch River community and adding to the beauty and lifestyle that our members and property owners have come to enjoy."

A native of Oregon, Larson graduated from Pacific Lutheran University in 1971 with a bachelor's of business administration and accounting. He also received a master's of business administration in the area of finance in 1977. Larson joins Birch River from Reynolds Plantation in Greensboro, Ga., another Linger Longer Community, where he served as general manager of The Lake Club, a 38,000 square foot members-only amenity facility. Prior to that he worked for Liberty Lutheran Services, a nonprofit organization based in Philadelphia, where he served as the director of philanthropy. Ron also has experience in real estate development, golf course management, and membership recruitment with his work at Jericho National Golf Course in New Hope, Pennsylvania.

As vice president of operations, Larson will be responsible for the day-to-day operations of Birch River which includes the pro shop and golf operations, golf course maintenance, food and beverage, membership, Property Owners Association and security.

"I am thrilled to be involved in spreading the Reynolds family standard of excellence to the Birch River community and helping to create another community where the quality of life will mean people will 'linger longer,'" stated Larson. Ron and his wife Linda will be relocating to Dahlonega.

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